

THE BREEZE

James Madison University

Vol. 82, Issue 27

Thursday, January 13, 2005

Today:
Showers
High: 68°
Low: 50°

JMU approves \$50.6 million RMH buy

Purchase means more parking, academic facilities

By COLLEEN SCHORN
senior writer

The Board of Visitors unanimously approved a \$50.6 million plan to purchase Rockingham Memorial Hospital's campus adjacent to JMU at its meeting Jan. 7.

"It will take five years for the hospital to build a new facility," said senior vice president for administration and finance Charles King.

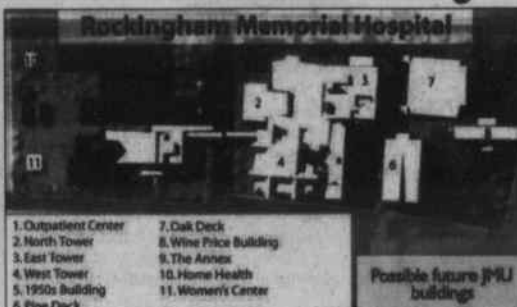
The purchase still must be approved by the Virginia General Assembly and the state administration, said JMU spokesman Andy Perrine.

Perrine said the Board of Visitors agreed at its last meeting to approve the purchase. He added the general assembly begins this week and a final decision will be made before spring legislative session is over.

Governor Mark Warner's budget includes funding for the project. The budget proposal would cover \$40.6 million, while JMU would be required to raise the remaining \$10 million through other methods.

Included in the purchase are 15.8 acres,

see RMH, page 14



KEVAN MACIVER/graphics editor

H'burg sponsors football parade

By DAVID ALLEN
contributing writer

In celebration of the JMU and Harrisonburg High School football teams, a parade in downtown Harrisonburg will take place this Saturday at 2 p.m.

The parade, coordinated by the city of Harrisonburg, also will include the Marching Royal Dukes and Harrisonburg High School Blue Streaks, according to Associate Athletics Director Geoff Polglase.

The parade will begin at the corner of Campbell and Main Streets. The parade will then proceed north until the Rockingham County Administration Center at the corner of Gay Street. A ceremony will be held in the adjacent parking lot.

The city will then present a key to the city to both JMU football coach Mickey Matthews, who was also named D I-AA coach of the year as well as Harrisonburg High School Blue Streaks coach Tim Sarver, according to Cindy Ring, special projects coordinator for Harrisonburg Parks and Recreation Department.

The city of Harrisonburg is coordinating the parade to celebrate JMU Duke's 31-21 victory in the I-AA Championship game against the Montana Grizzlies, and the high school's second-place finish in the state championships. Irene Reynolds, principal of Harrisonburg High School and mother of a JMU cheerleader, stated that the HHS was "thrilled to receive such a recognition and honor."

One of the highlights of the parade will be the Marching Royal Dukes, an integral part of energizing the team and rallying school spirit. "This has been one of those 'dream years,' and this gives us a chance to thank these fine young men for bringing us this championship," MRD director Pat Rooney said.

Refreshments will be provided inside the Visitor's Bureau. Dukes supporters also can purchase championship apparel and gifts in the JMU bookstore. The JMU cheerleaders, Duke Dog, the HHS marching band and cheerleaders will also be in attendance.

Sophomore class sells JMU unity wristbands

By MARIA NOSAL
SGA reporter

The Student Government Association passed two resolutions, sending condolences to a professor's family and congratulating the football team.

The first, submitted by senior senators Victor Lim and Jessica Misner, extended condolences to William Frangos' family from the SGA. Frangos was a professor for the department of geology and environmental science who passed away at the end of last semester from cancer.

The second bill, submitted by junior Senator Ricardo Piñeres, congratulated the football team on its national championship win.

SGA has several programs already planned throughout the semester. "We're really excited about this semester," Student Body President Tom Culligan said. "We had a lot of strong programs last semester, and we're going to build on top of that and work right to the last day of classes."

The sophomore class is selling wristbands with the saying "All Together One" this week and next week in Warren Hall from 11 a.m. to 2 p.m. "With a success of the Lance Armstrong band, we thought we'd tap on a good thing and bring spirit to JMU while helping out a good cause," sophomore secretary Katie Austen said.

Members of SGA will be taking a lobbying trip to Richmond in early February. On this trip, students will lobby on four different issues, higher education reform, a weapons policy, absentee ballot reform to make it easier for students and JMU's budget trying to get funding to purchase Rockingham Memorial Hospital.

SGA is also working on a Free Legal Assistance program for JMU students. This program will have local lawyers who will offer students free legal advice on things such as leases.

SGA
student government association

At last



photo illustration by NATHAN CHANTILLA and KEVAN MACIVER/photo editor and graphics editor

Dukes bathe in first title victory, see p. 7

Gas leak causes traffic backup

By AMY PATERSON
senior writer

The Harrisonburg Fire Department responded to a call about a strong odor of gas at the JMU motor pool facilities on South Main Street at 5:07 p.m. Tuesday.

A loose fitting on a propane tank caused the leak, Fire Chief Larry Shifflett said. "Three engine companies, a power company and a hazardous materials vehicle responded

to the call," he said.

The problem caused no injuries or significant damage. "Minor repairs were done pretty quickly," JMU spokesman Andy Perrine said. The JMU motor pool is the "facility where all of the trucks in the fleet get repairs," said Mack Moore, JMU coordinator of space management.

Traffic on South Main Street was blocked for about an hour. "Our main objective is to eliminate any source of ignition," Shifflett said.

Two hose lines were run into the building to protect the people inside in case of ignition.

The propane tank was filled earlier in the day by Dixie Gas and Oil Corporation, Shifflett said. Chris Earhart, from Dixie Gas and Oil, said, "The tank was still full when [they] got there so there wasn't much leakage." The tank is designed so a person would "smell it before you get any quantity that would be ignitable."



AMY PATERSON/photo editor
Three fire engine companies were among those who responded to Tuesday's gas leak.

Board plans for upcoming years with budget, law program

Budget changes look at school projects coming in 'over-bid'

By GEARY COX
news editor

The JMU Board of Visitors unanimously approved proposed changes to the annual state budget at its meeting last Friday.

Changes to the biannual budget approved last year arose because "schools are experiencing their projects coming in over-bid," said Charlie King, senior vice president for administration

and finance. King explained that the Virginia General Assembly constructs a biannual budget, but reapportions funds every year to meet changing needs throughout the state. Schools throughout Virginia with continuing construction and development projects are seeing costs exceed expectations, King said.

The Board also approved budget amendments to cover the difference between the gov-

ernor's recommended funding and JMU's requests. Part of the funding difference would cover the money required to increase faculty salaries. Once funded, the four-year plan will bring JMU faculty to the 60 percentile of their peer group, King said.

President Linwood Rose recognized football coach Mickey Matthews and the national cham-

JMU may create center for engineering

By GEARY COX
news editor

JMU could develop a center for engineering and could found a specialized law school in the coming decade. The Department of Admissions also will adjust to accommodate a newly revised SAT I exam.

Doug Brown, senior vice president

of academic advancement, told the Education and Student Life committee of the Board of Visitors that JMU could address changing needs in the engineering field by starting a cross-disciplinary center. Brown said JMU's strong integrated science and technology, math and science, and business

see CHANGES, page 14

see BOARD, page 14

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AROUND CAMPUS

Applications available for Resident Adviser positions

Applications to be a resident adviser for the 2005-'06 academic year are now available. Completed applications are due Jan. 18. Students interested in applying can visit the residence life Web site, <http://web.jmu.edu/reslife> to learn more about responsibilities and benefits.

May in London program accepting applications

The Office of International Programs will host a May study session in London.

The program, based at JMU's London Institute, will focus on art history and British science. Students will study in London from May 13 to June 11.

More information on the program and all international study opportunities are available at the OIP on South Main Street or through the OIP's Web site, www.jmu.edu/international.

Judicial Affairs offers program assistant position

The Office of Judicial Affairs is now accepting applications for the spring 2005 program assistant position.

The assistant should be motivated and interested in working in a constantly changing environment. Students will need to be able to work flexible hours, provide excellent customer service and assist with educational programs.

The position is being offered to all JMU students eligible for work study.

Applications for the position are due Jan. 26 and are available in the Judicial Affairs office in Fredrickson Hall, room C100.

Majority of college students "breaking even"

SAN JOSE, Calif. (U-WIRE) — The plight of the college student continues. Half.com by eBay, The World's Online Marketplace, commissioned a study, which finds students struggle financially during the school year with 55 percent saying they are either "broke" or just "breaking even."

More than 70 percent of students believe their job takes away from their study time.

The *Survey.com* study was conducted in 2004 among 500 college students between the ages of 19 and 25. More than 70 percent feel they did not receive a fair sell-back price from traditional outlets for their textbooks and 53 percent have helped a friend or classmate sell their textbooks online.

Student finds valuable book in library



CASEY TEMPLETON/staff photographer
Eleanor Roosevelt's signature in her book "Ladies of Courage" has placed the book in special collections in order to protect the valuable item. The book was published in 1954.

BY RACHANA DIXIT
staff writer

A book co-written by Eleanor Roosevelt and Lorena Hickok was found having both authors' signatures in Carrier Library this past November.

The book, "Ladies of Courage," was published in 1954 and was added to Carrier Library's general circulation when the library was known as Madison College Library, said Dean of Libraries Ralph Alberico. "Ladies of Courage" could be worth between \$250 and \$5,000.

Political science professor Anthony Eksterowicz, who taught a senior seminar on first ladies, reported the book had been found by senior Leighann Whitley, one of his students in the seminar.

Whitley was researching potential links between medical technology and first ladies. "I was looking for notes or any writing in the book that would help me, when I noticed the signatures," Whitley said.

The book itself talks about many instances in which women have been involved in politics up to 1954. Hickok was Roosevelt's

personal secretary, served as an informal adviser to Roosevelt and also lived in the White House.

"[Roosevelt and Hickok] shared a desire to put women up front," Eksterowicz said.

While Eksterowicz has never seen an event quite like this, Alberico said the larger a library is, the more likely surprise discoveries are. In fact, the Carrier Library's copy of the Bosworth-Toller "Anglo-Saxon Dictionary" is filled with hand-written notes by Bosworth, one of the authors. These annotations are believed to be notes that helped the two publish a later edition of the dictionary.

Overall, the finding of a signed copy of "Ladies of Courage" has brought excitement to many faculty and students. "It's kind of like a hidden treasure," Alberico said.

Eksterowicz added, "How many more treasures do we have in our library that we don't know about?"

The book itself will be taken out of general circulation and a less valuable copy will be bought to replace it. The signed copy will be put in the library's special collections.

Speaker to discuss King's life

BY JENNIFER DROGUS
contributing writer

The chairman emeritus of the National Association for the Advancement of Colored People and widow of a slain civil rights activist will speak on Monday for the main event of Martin Luther King Jr. Celebration Week.

Myrtle Evers-Williams, wife of civil rights activist Medgar Evers, will speak in Wilson Hall Auditorium at 7 p.m. She also is the first woman to serve in a full-time chairman position, from 1995-'98. Evers-Williams will speak on the life and legacy of Dr. King.

Evers-Williams' late husband, Medgar, was shot and killed by Byron De La Beckwith within view

of her and their children in 1963. Whoopi Goldberg plays Evers-Williams in "Ghosts of Mississippi," which portrays the true story of Medgar Evers and the historic trial of his assassin.

Other events throughout the week include Unity Day on Wednesday on the commons. "Rev. Derrick Parson who is part of the Wesley Foundation will perform renditions of Martin Luther King Jr.'s speeches," Lewis said.

There also will be a poetry night on Wednesday, Jan. 19. "Any form of expression is welcome, from songs to poetry," Lewis said.

Friday will include the annual march from the James Madison statue outside of Varner House down to Grafton-Stovall Theatre, where a speakout will be held.

Martin Luther King Jr. Events

Thursday Jan. 13
MLK Movie Night
"Ghosts of Mississippi"
Grafton-Stovall Theatre
7 - 9 p.m.

Monday Jan. 17
MLK Formal Celebration
Wilson Hall Auditorium
7 p.m.

Wednesday Jan. 19
MLK Poetry Night
Taylor Down Under
8 - 10 p.m.

Friday Jan. 21
MLK March and Reflection Speakout
JMU Statue Grafton-Stovall Theatre
2 - 4 p.m.

Sunday Jan. 23
MLK University Sunday
College Center Grand Ballroom A
11 a.m. - 1 p.m.

Duke Dog loses mascot competition, with 11-0 online record

BY SHARON SCHIFF
senior writer

The JMU community eagerly clicked away to win the online portion of the 2004 Capital One Mascot of the Year, but the Duke Dog's 11-0 online record was not enough to win the Capital One National Mascot Challenge.

"Fans did not vote for mascots they liked, they voted against mascots with good

records to even the competition," said senior Mike Keown, athletics marketing intern and chief promoter for Duke Dog during the mascot competition. "Each week, the entire country was voting against us."

Duke Dog came in first place in the online portion, gaining 12 points, while the second place winner, Hey Reb of the University of Nevada, received 11 points. Since the University of Montana's

Monte was just two spots behind Duke Dog, he received 10 points for the online portion.

"The point system does not take into account margin of victory at all," Keown added.

"We were one of the smallest schools with a small alumni population, yet we still outvoted the entire country," Keown said. "That's definitely something to be proud of. It speaks volumes for the loyalty and spirit of the JMU community."

According to Keown, Monte from the University of Montana had the most number of points combined, from both the online portion and the judge's scores, making him the winner.

Keown explained that the point system levels the playing field. Regardless of how much the winner is leading in the online portion, the mascot in second place will still receive just one less point than the winner.

The judges, comprised of

cheerleading coaches, professional mascots, as well as people from ESPN and Capital One, scored the mascots based on their application and videos, which were submitted in June 2004. First place in the judges' rankings gave the mascot 12 points, second place-11 points, third place-10 points and so on similar to the online portion.

Keown said the rankings of all the mascots by the judges were not released by Capital One.



Inviting Students to our
Weekly Worship for the
New Year

Exciting things are happening
at Harrisonburg Baptist Church!
Check out our

Caffeinated Worship

a contemporary worship
each Sunday morning at 9am

Or, come be a part of our traditional
11:00 am service. Whichever service
you choose, there's something for
everyone at Harrisonburg Baptist Church.

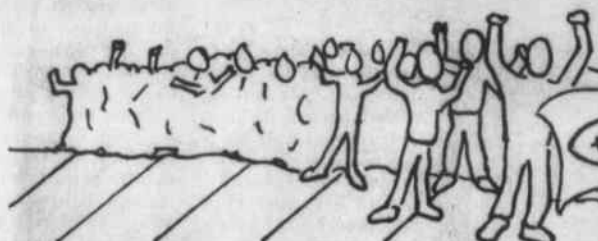
Continental Breakfast & coffee bar at 8:45 am.



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HOUSE EDITORIAL

Celebration, parade demonstrate good will



When the State Normal and Industrial School for Women was founded in 1908, residents of Harrisonburg celebrated and welcomed the students and faculty into their town. Since then, the relationship between students and residents has, at times, become strained. This Saturday's parade downtown in honor of JMU's I-AA national football championship title and the Harrisonburg High School's second-place state football title is a strong gesture on the part of the city to smooth over some of the rough spots in its relationship with students.

Both sides of this coin we call Harrisonburg — JMU and the city's residents — have their reasons to feel a little uneasy around each other, but this weekend both can join together and celebrate their athletic accomplishments. The city's inclusion of JMU in the parade and festivities shows that it's willing to overlook the periodic animosity between the itself and JMU's students — if the students will do the same.

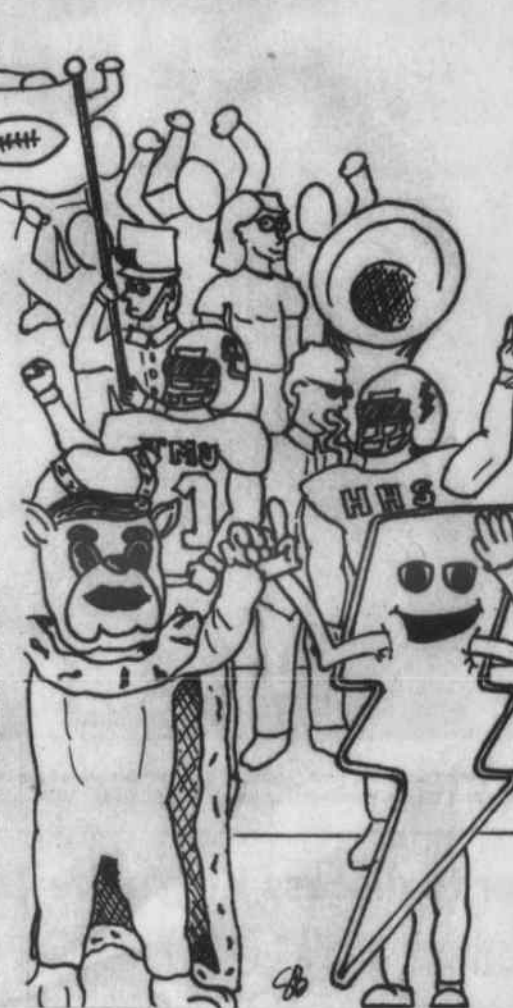
For the students' part, this parade provides a great opportunity to go downtown and prove they know how to have fun without breaking local, state or federal

laws, and discover that town residents don't have demon horns and the Harrisonburg Police actually may be real people.

It's important for students to remember that the parade, which starts at the corner of Campbell and Main Streets at 2 p.m., is not just for JMU — HHS's Blue Streaks had an excellent season in the latest chapter of a proud tradition. They may not have won the state championship, but they still deserve the support and honor they will be shown.

If students show up to support both teams, their reputation and JMU's image both will benefit, and so it is important that students show up and have a good, safe time. The Marching Royal Dukes will be performing, there will be food and Mickey Matthews will receive the key to the city.

Events like this one make it apparent that the city of Harrisonburg is a community that includes both the residents and the JMU students and faculty. All groups involved live closely together and would do well to let this Saturday remind them that the people they live and work with are just that — partners in the Friendly City.



TO TALK OF MANY THINGS

First year of new term crucial to foreign policy

JONATHAN KELLY
contributing writer

As George W. Bush's second term begins, a host of foreign policy challenges awaits the re-elected president. Over the next four years, the Bush administration will face a daunting number of problems in foreign affairs that could profoundly affect American interests in the world. What will be most interesting to observe is how the first year of the president's second term will shape the direction of American foreign policy.

The first year of a re-elected president's new tenure is especially significant when it comes to foreign policy because it marks a cusp in the presidential learning curve in world affairs, and the commander-in-chief possesses invigorated political capital. Historically, a president entering the first year of his second term already has acquired a thorough knowledge of foreign affairs during the previous four years of his first term. All of the president's experiences during his first term have informed him of the opportunities, risks, tools and limitations associated with the country's international challenges. Thus, by the time a re-elected president begins his second term, he knows exactly what he wants his agenda to be for American foreign policy.

The first year of a second presidential term, therefore, is usually the best year for foreign policy. In contrast, the first year of a president's first term is usually the worst. A fledgling administration, freshly elected to office, is prone to making rash decisions in foreign affairs, as it is overcome with the euphoria of its electoral mandate and its overconfidence. Bush's most substantial foreign policy errors during his first year as president involved alienating American allies with rapid rejections of several treaties. In 2001, the Bush administration opposed agreements such as the Kyoto Protocol on global warming, the Anti-Ballistic Missile Treaty and the In-

ternational Criminal Court.

Some would argue that the Bush administration was right to oppose these treaties because they were seriously flawed, and this may well be correct. But there was no need for the administration to spurn the accords so quickly or cavalierly, without even consulting with allies before doing so. This antagonized allies unnecessarily, making it more difficult to obtain allied help for future foreign policy goals.

This first year of a second term gives a president the opportunity to amend past mistakes and set a decisive direction for the nation in foreign affairs. History shows that many presidents have made defining steps in foreign policy during the start of their second terms. In 1793, George Washington proclaimed American neutrality for the duration of his presidency during the wars in Europe. In 1805, Thomas Jefferson saw an end to the conflict in Tripoli with the pirates of the Barbary coast. The pattern has been true of more recent presidents as well. Ronald Reagan held his first summit in Geneva with the Soviet Union in 1985, and Bill Clinton devoted much energy to facilitating peace mediation in Northern Ireland and the Middle East during 1997.

Presidents entering their second term also have political prestige gained from their reelection, which assists them in making foreign policy initiatives. In the later years of their last tenure, presidents' political capital tends to diminish as attention turns first to the midterm congressional election, then to the presidential nomination process and — finally — to the next presidential election.

President Bush will be challenged by developments in Iraq, Iran, South Asia, Israel/Palestine, North Korea and many more. The year ahead will offer him the best opportunity to ameliorate past missteps and forge accomplishments in foreign policy.

Jonathan Kelly is a senior political science major.

THE WRITING ON THE WALL

Christmas no longer worthy of celebration

BRIAN GOODMAN
staff writer

We can all let out a collective sigh of relief — the holidays have finally come and gone. New Year's Day ushers in not just empty promises of new beginnings, but the death knell for the holiday season, which in the case of Christmas, was birthed sometime after Labor Day.

Christmas is the most awful of the holidays. Even the jolliest of us can recognize a problem when cops must be pulled off the street to maintain order in Best Buy. Therefore, in the absence of any redemptive aspect of the holiday outside of Wall Street, we as a society should officially end the celebration of Christmas.

Already, many of you are stomping around in indignant anger. "There are redemptive aspects!" you're saying, as you demand to know "What about Christ?" My simple response is: What about him?

Christ is no more present in Christmas than France is in Iraq. Many public schools in New York City and elsewhere have banned the singing of Christmas carols at Christmas-time — even instrumental versions. A Florida woman was fired from her job after singing a religious Christmas song at the office karaoke Christmas party. Schools in Indiana, Illinois, and Wisconsin have even prohibited the mention of the word "Christmas" because, for some reason, it contains the word "Christ." The focus has instead shifted to us — particularly the sole individual in town who finds angels on streetlights to be a Constitutional violation.

There also is an absence of joy in the practice of gift giving. Long gone are the days when presents were exchanged to commemorate the birth of Christ. People give out

of obligation; many pace up and down the mall formulating their shopping list based on who they think will be giving them gifts back. And be honest — often the gift is less for the receiver than it is for the image of the giver.

Christmas also manages to bring out the absolute best in everyone — just ask those of us who worked in retail over the break. Many of us have countless stories of all the joyous tidings customers brought us Christmas week, especially at places that make the mistake of offering free gift-wrapping.

And though there is a significant increase in volunteering and donating around the holiday season, it is only because we are thinking at that time of the year how good it would feel to volunteer or donate. The poor are no richer, nor the hungry more fed in July. It's not about them — it's about us getting our supply of warm fuzzies. Charity has become a Wal-Mart, where we pick up philanthropic good spirit as though it were a garland.

In all reality, my battle cry for the immediate cessation of Christmas will most likely fall on deaf ears. We are far too in love with our masturbatory little holiday to let it go so easily. So let's at least stop and take Christ out of Christmas once and for all. It would be a service. With all the pain, frustration and selfishness wrapped up for his birthday, Christ would be rolling around in his grave, had he stayed in there.

All that Christmas now brings is massive housecleaning, excessive spending and lines at the checkout counters. All that Christmas leaves is massive debt, excessive weight gain and lines at the return counters. As a holiday, it is no longer worth the trouble. Bah humbug.

Brian Goodman is a sophomore SCOM/history major.

LETTERS TO THE EDITOR

Championship game spawns rivalry

The 2004 I-AA Football Playoffs may have sparked a new and seemingly unlikely rivalry. The National Championship game between James Madison and Montana produced intense competition not only on the field, but also in the stands. Thanks to various Internet sports message boards, fans were able to engage in friendly banter leading up to the game in Chattanooga and have continued to do so since the bout. The 2004 Capital One Mascot Challenge provided another venue for the two institutions and their fans to compete. Monte's victory over Duke Dog sparked another wave of chatter between fans of the two programs.

While many would say it is unlikely that the two schools will develop a rivalry considering they are separated by over 2,300 miles, the chances may be greater than you think. Considering the format of the I-AA playoffs and the fact that Montana has made a record 12 consecutive appearances in the tournament, there is a good chance the Dukes could see the Griz again if they qualify for the postseason. Due to the fact that non-conference games are traditionally scheduled years in advance, the chances of a regular season game between the two schools being played in the near future is unlikely. However, if a rivalry was to develop, it is something the two programs could make happen in the future.

While only time will tell if a true rivalry develops between Montana and JMU, chances are Dukes fans have not seen the last of the Griz.

Jon McNamara
junior, SMAD

'Experience' hurts deeper relationships

I came to JMU an innocent virgin and left experienced, to put it nicely. Once I lost my virginity, I saw no reason to hold back. Casual sex was exhilarating and I wasn't worried, as long as he wore a condom. I never thought I was hurting anyone.

I graduated, entered a few more serious relationships and met the man of my dreams. He asked and I can't lie, so I told him. Knowing my past threw him into a whirlwind of disgust and has tormented our relationship ever since. Not until I saw the man I truly love look at me that way did I realize the extent of the damage I had done. Had I known how much my actions would hurt the person I would spend the rest of my life with, I would have kept my numbers down.

You're not the only one being affected by your actions. They will haunt you for the rest of your life. When you find someone you can't live without, they deserve you in the purest form.

Kristy Fowler, '01

Student's AIDS donations appreciated

We at the Valley AIDS Network would like to thank all the individuals and groups who contributed and supported the Warm a Winter Wish project. The donations from generous donors such as you enable the Valley AIDS Network to provide much needed holiday support to our clients, which is not available through traditional funding sources. You brighten the lives of many children and adults who are frequently consumed by the most primary needs.

We would like to applaud the students, faculty and staff for its community awareness in recognizing that HIV and AIDS are impacting many lives in our community. A growing number of people in the Shenandoah Valley are struggling to live with this virus and your efforts foster hope and optimism, which only can be created by care and compassion. It would not be possible for Valley AIDS Network to duplicate the outpouring of kindness evident in your generous efforts. Your donations speak directly to the spirit of the season, and touch the hearts of many people deeply.

Gary Race
Cherianne Long
Heike Peckruhn
Tony Sierra
Valley AIDS Network staff

Editorial policies

Responses to all articles and opinions published in *The Breeze* are welcome and encouraged. Letters should be no longer than 250 words and can be e-mailed to breezeopinion@hotmail.com or mailed to MSC 6805 G1, Anthony-Seeger Hall, Harrisonburg, VA 22807. *The Breeze* reserves the right to edit all submissions for length or grammatical style.

The house editorial reflects the opinion of the editorial board as a whole, and is not necessarily the opinion of any individual staff member of *The Breeze*.

Editorial Board:
Alison Fargo, editor in chief
Kelly Jasper, managing editor
Alex Simey, opinion editor

The opinions in this section do not necessarily reflect the opinion of the newspaper, this staff, or James Madison University.

OFF THE WIRE

Court allows Klan highway adoption

The Adopt-A-Highway program usually inspires thoughts of civic kindness — the sort of warm, fuzzy feelings we often associate with kittens and Mister Rogers. Groups volunteer to pick up trash and beautify the otherwise-unornamented blacktop, keeping the highway scenery pristine, so we can notice its prettiness while tearing through it at a mile-a-minute.

We don't often associate that sort of civic-mindedness with the Ku Klux Klan, a white supremacist group that calls interracial relationships "satanic." But a Supreme Court decision handed down Monday gives the Klan the right to adopt a Missouri highway, citing that sort of volunteerism as free speech.

The Klan won its lawsuit against the State of Missouri. Missouri had objected to the Klan adopting a highway, bringing up practical concerns that this might result in an increased

amount of litter or endanger road workers whom people may confuse for Klan members. Pennsylvania, with nine other states, filed a brief backing Missouri's position.

These concerns are legitimate, especially considering that there will be an Adopt-A-Highway sign featuring the group's name on the half-mile strip of highway the Klan intends to adopt. Missouri will probably end up devoting time and money to preventing motorists from expressing destructively their (understandable) opinion of the Klan.

Still, the Court was right to treat this as a matter of free expression. While the Klan's actions and agenda are revolting, hateful and deserving of condemnation, the Bill of Rights exists to protect everyone's right to free speech.

The American thing to do, then, is not to ban the Klan from adopting

a highway, but to react in a peaceful way. In recent years, whenever the Klan has tried to rally, its members have been met with an overwhelming number of counter-demonstrators. Similarly, instead of barring the Klan, perhaps this will lead to a surge in Adopt-A-Highway members, with groups hoping to edge out the Klan.

Of course, all of this depends on whether the Klan can make good on its promise to clean up a highway. In 2001, Missouri kicked another Klan chapter out of the Adopt-A-Highway program after the group repeatedly neglected its section of I-55 — which the Department of Transportation had renamed a few months after the Klan had adopted it. I-55's new name? The Rosa Parks Highway.

This staff editorial originally appeared in the University of Pittsburgh's Pitt News.

DARTS & Pats

E-mail darts and pats to breezedp@hotmail.com. Darts & Pats are submitted anonymously and printed on a space-available basis. Submissions are based upon one person's opinion of a given situation, person or event and do not necessarily reflect the truth.

A "way-to-rob-the-Duke-Dog-of-victory" dart to Capital One for giving the Mascot of the Year award to Monte from Montana.

From the dedicated student body who knows that the Duke Dog is the rightful winner of the award.

An "I-couldn't-be-prouder" pat to the JMU football team for the best Christmas graduation present ever — a national championship!

From a senior who is so happy that you've come so far from her freshman year.

A "thanks-for-being-a-gentleman" pat to the kind soul who was willing to help a crazy girl out of the back of her friend's truck.

From an embarrassed senior in heels who was having serious trouble getting out of the backseat.

A "wash-your-sticky-fingers" dart to the jerk who decided to steal my memories and my digital camera in one evil sweep.

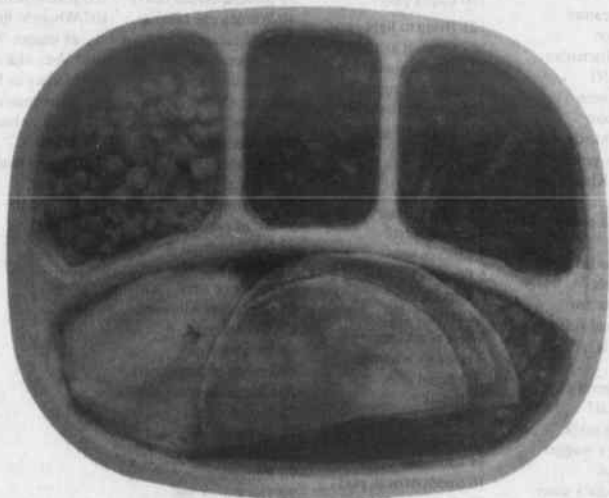
From a very angry photographer who is in disbelief that someone at JMU could stoop so low.

A "the-show-must-go-on" pat to the house who re-enacted "Home Alone" Friday night, despite Grinchy neighbors calling the cops.

From a senior who thanks you for bringing the Christmas spirit.

A "way-to-show-that-romance-isn't-dead" pat to the couple slow dancing in the Hillside parking lot Friday night.

From a sophomore who wishes she had a boyfriend who wasn't afraid to show affection in front of passing cars.



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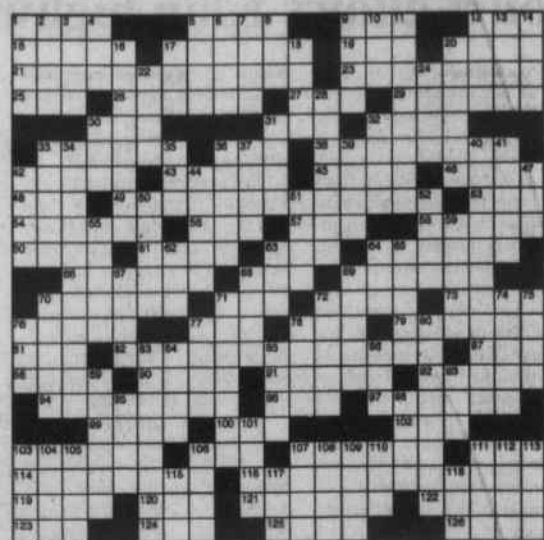
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17 TV's "- Heroes"
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20 Poorly
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23 Librarian's journal?
25 Explosive initials
26 Column
27 Max-Sydow
29 Bunch of ballplayers
30 Solidify
31 Weber's "- Freischutz"
32 Prepared to drive
33 Let up
36 Arthur or Pons
38 - carrier
42 Snapshot
43 - Llama
45 Strained
46 DEA officer
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53 - jogg
54 Hymns of praise
56 Viper
57 Milne creature
58 Digression
60 Gouda alternative
61 - River, NJ
63 Tenor Peerce
64 Like Simon
66 Groovy Austin
68 Pugilistic poke
69 Stephen King book
70 Mutiny
71 Produce a parka
72 - tide
73 Byzantine art form
76 Pants parts
77 Ram's ma'am
78 Directional suffix
79 Sock style
81 Feign
82 Tree surgeon's periodical?
87 Middling mark
88 Whippet's waggon
90 Enormous
91 Terpsichore's sister
92 104 Down, e.g.
94 Broadway arrangement
96 Kennel feature
97 Kitten gear?
99 Petite pie
100 Sprite
102 "- Buttermilk Sky"
(46 song)
103 Classify
106 Maestro de Waart



111 To and -
114 Sailor's reading?
116 Depression era magazine?
119 Icelandic epic
120 Capek play
121 Bring to light
122 Goatish gamboler
123 Have unpaid bills
124 "Hiver" opposite
125 "- to Order" ('87 film)
126 Highflying agcy.

DOWN

1 Adroit
2 Ever's partner
3 Crowdburst?
4 Lincoln son
5 Pipe part
6 Turkish title
7 Den
8 "Newhart" setting
9 Holstein's home
10 Flagon filler
11 Patois
12 Beat
13 Felipe, Jesus, or Matty
14 Little one
16 South African port
17 Cholesterol letters
18 Golfer Ballesteros
20 Nigerian city
22 "Aida" river
24 Forest ruminant
28 Ciceronian speech
30 "GoodFellas" gun
31 Place to pontificate
32 Correct
33 Forward
34 Rover's review?

35 Presidential monogram
36 Sanctify
37 Tombstone lawman
39 Shakespearean heavy
40 Wholesome biker's publication?
41 Carpentry or printing
42 Monsieur Le Pew
44 Patriot Samuel
47 "Evita" character
50 - Park, CO
51 Uninteresting
52 Subdue Simba
55 Pavarotti's love
59 Bit of parsley
62 Northwestern st.
63 Mouth piece?
64 Anger or envy
65 Composer Albeniz
67 Slender trace
69 French impressionist
70 Chingachgook's son
71 Nailed a gnat
72 Boitano or Blessed
74 New York city
75 Require
76 The Kit - Club
77 In addition
78 Stocking shade
80 Antsy
83 Opera feature
84 Future of the present
85 Medieval menial
86 - de plume
89 One of the Jacksons
93 Gobbled up
95 Apparel

98 Debtors' letters
101 Stud site
103 Lhasa -
104 Cabbage concoction
105 Philosopher
106 Bronte heroine
107 Where to find an onager
108 "Veni, vidi, -"
109 Markey or Bagnold
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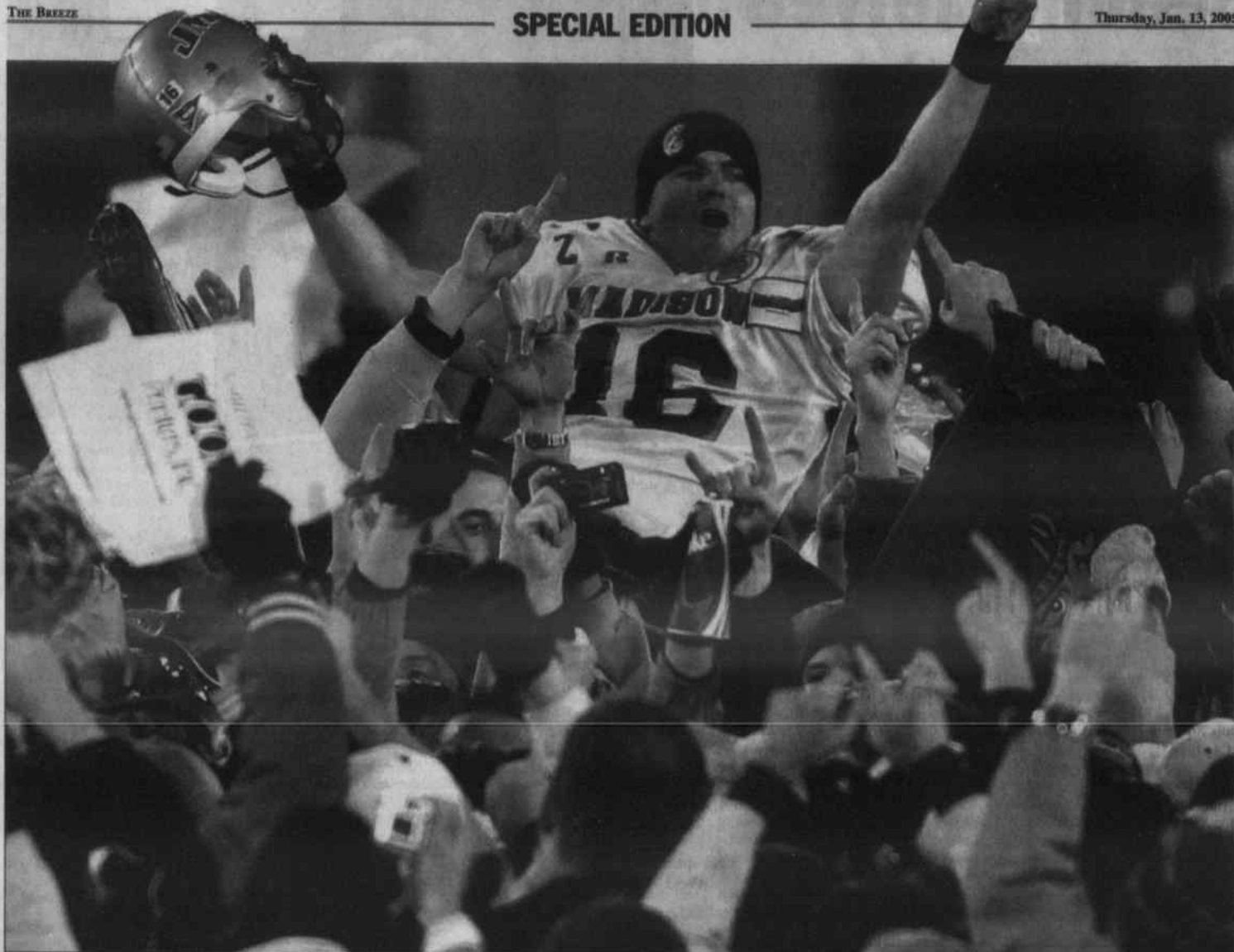
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THE BREEZE

SPECIAL EDITION

Thursday, Jan. 13, 2005



Photos by AP

Redshirt senior quarterback Matt LeZotte rides the wave of the JMU Nation following the Dukes' 31-21 victory over the University of Montana in the DI-AA championship game.



(1) Justin Rascati dives forward for JMU's final touchdown against Montana. Rascati scored two touchdowns in the game. (2) Tony LeZotte makes a tackle in the championship game. (3) Alvin Banks breaks free downfield against the Grizzlies. (4) Rascati throws a pass against Montana in the national championship game.

Purple HEART

Hard work, power football fuels program's first title

Story by sports editor James Irwin

The 2004 season forever will be known as the year JMU football stepped out from the shadow of mediocrity and into the spotlight.

Three straight postseason road wins and a national championship will do that. "When we were 6-6 we didn't think we had a bad team, but we were losing a lot of close games," coach Mickey Matthews said. "I never doubted that we had a great program."

His sentiment wasn't shared by the preseason top-25 voters. The beauty and irony of it all began in August. JMU did not receive one preseason top-25 vote, but, after defeating the University of Montana 31-21 in December, the Dukes were the unanimous No. 1 team in Division I-AA football. Eat your hearts out, BCS endorsers.

But the real story was JMU's unwavering confidence, smash-mouth style and gritty determination.

It brings the phrase "the heart of a champion" to a whole new level. This was a team that played the entire season in the shadow of more recognizable A-10 foes like defending national champion Delaware and high-octane William & Mary. The Dukes didn't have a Player of the Year candidate, a prolific offensive attack or a storied program to live off.

They built their success with their own hands, one brick at a time. "We worked hard," redshirt sophomore quarterback Justin Rascati said moments after the national title game. "And hard work pays off."

First there was the home win over Delaware, where JMU gave us a taste of their grit with a courageous goal-line stand in the game's final minute to preserve a 20-13 lead.

Then there was the 14-13 come-from-behind road win over Furman in the playoffs. The Dukes weren't flashy; they won because they wore the Paladins down with a punishing ground attack and an airtight defense.

It was old-school football at its finest, the types of wins that build champions and show character.

When the Dukes arrived in Williamsburg for their ballyhooed rematch with the Tribe, William & Mary quarterback Lang Campbell — the best offensive player in the country — was supposed to prove once and for all that the Dukes weren't as good as their record suggested.

JMU took Campbell's best shot, survived a 26-point scoring binge by the Tribe, then delivered a knockout blow that sent William & Mary into the off-season as the second-best team in the state.

Seven days later the Dukes were national champions. It was the exclamation point at the end of a season no one could have imagined. The story of a team that went from unranked to top dog.

"It's something to remember forever," senior linebacker Trey Townsend said. Townsend and the Dukes certainly will remember this forever. They won three straight on the road as underdogs and they won because they had grit, power and defense. They won with hard work.

And they won because they had heart.

2004 I-AA National Championship Game



Friday, Dec. 17, 2004

Points by Quarter	1	2	3	4	Total
Dukes	0	10	14	7	31
Grizzlies	7	0	14	0	21



INSIDE

Road Warrior

Brandon Beach played in pain all season, but that didn't stop him from being part of JMU's championship run. **Page 2**

Max Protect

JMU's success on offense came down to fundamentals. Thanks to a veteran offensive line, that was even easier done than said. **Page 2**

Near Perfect

Justin Rascati's near-flawless postseason cemented him as one of the best playoff performers in school history. **Page 3**

Top Dogs

JMU's seniors endured three mediocre seasons. Now they're going out on their own terms, as champions. **Page 3**

PLUS

Full playoff recap. **Page 3**

Four-down Territory

Each playoff game had its own turning point. These are the plays that made JMU's postseason a success. **Page 2**

Beach shelved by surgeries

Senior may return for fifth year

By MATTHEW STOSS
assistant sports editor

For most people, surgery only comes along once in a while when old age starts to creep up, or in the aftermath of boating accidents.

For Brandon Beach, surgery long has discarded its usual adjective of "elective" and become nearly a necessity during his five-year tenure playing football at JMU.

The redshirt senior defensive tackle averages about one a year.

In 2000, Beach tore the meniscus in his right knee. In 2001, he tore his left Achilles tendon and only played four games. Then, in 2002, it was his left knee — only instead of a meniscus, he tore the anterior cruciate ligament.

Usually, having one ACL left is a good thing — not for Beach. In the spring of 2003, he tore that one, too.

"When that happened, the doctor said it probably wasn't in my best interest to play anymore," Beach said.

Beach, however, still remained involved with the football team, accepting a position as a graduate assistant and on coach Mickey Matthews' staff, but dropped off the team roster as to not take up a scholarship.

"I accepted that I wasn't going to play anymore," Beach said.

But after the 6-foot-1-inch, 280-lb. tackle's surgery in 2003 to repair the left ACL, something happened.

"After the last surgery in 2003, my knee got a stronger than I thought it would," Beach said. "Then I changed doctors and he thought it was strong

enough to play on."

After the OK from medical personnel, Beach sought the approval of the NCAA and went about getting his eligibility back, after being taken off the roster. The NCAA acquiesced and Beach was back on the team. Practice, however, was a delicate enterprise for the Newport News native.

"I wouldn't run and didn't practice a whole lot," Beach said. "I had as little contact as possible and they wouldn't leave me in for a long period of time."

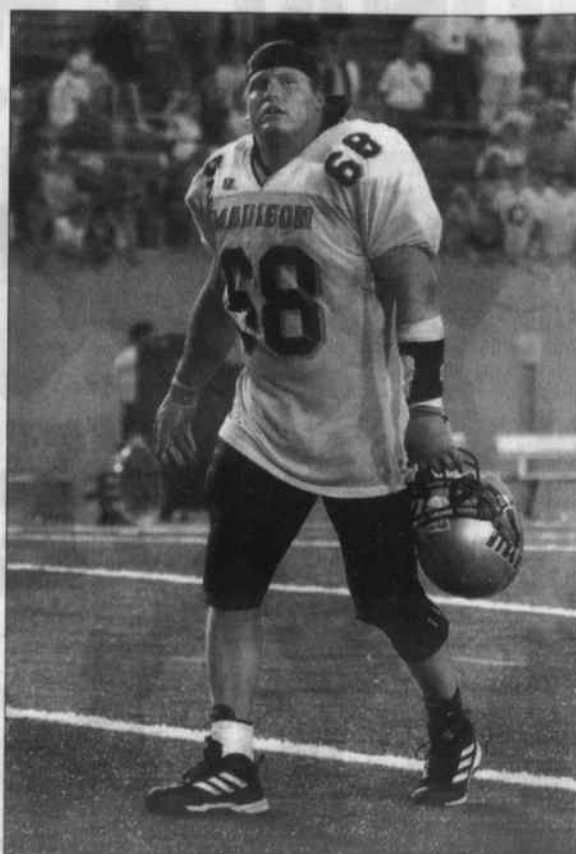
And by time the 2004 season rolled around, Beach was in the starting lineup at defensive tackle and, after what looked to be the end of his football days, he became a part of the second team in JMU history to win a national title, the first being the field hockey team in 1994.

During games, it wasn't uncommon for Beach to come out due to his knees locking up.

"After the Furman game, it began to happen once or twice a game," Beach said. "But compared to what I went through before, I was just happy to be on the field instead of being told I couldn't play."

And not only did Beach win a national title, he also scored a touchdown — a stat that few defensive linemen can boast. In JMU's 45-10 loss to West Virginia University Sept. 25, Beach recovered a Rasheed Marshall fumble and went 35 yards for the Dukes' first touchdown of the day. In more traditional lineman statistics, Beach finished sixth on the team in tackles with 58 and had five sacks.

"It's like a Cinderella story," Beach said. "After being told you were never



FILE PHOTO

Redshirt senior defensive tackle Brandon Beach was able to take part in JMU's championship run despite multiple surgeries on both knees.

going to see the field again, it's just unbelievable."

What's even more unbelievable is that a player who may be close to some sort of surgical record may end up playing one more year. Beach, who is a redshirt senior, already has played four seasons. Currently, he has applied to the NCAA for a medical redshirt that would allow him a fifth season of eligibility, as well as a

chance to be a part of JMU's year as reigning national champs.

"There are real good chances because of what happened," Beach said.

But before Beach can get back on the field, he has an off-season tradition to tend to.

"I just had surgery last Monday," Beach said. "They took out part of the meniscus and it's doing real good."

Four-Down Territory

JMU's storybook post-season run was not without suspense. The Dukes trailed in every playoff game and with each passing week, a new hero emerged.



Photos courtesy of Sports Media

The Scene: Late second quarter, Dukes down 10-7 against Lehigh. Fourth and goal from the one-yard line.

The Play: Raymond Hines scores the game-winning touchdown in JMU's 14-13 win.



The Scene: Late fourth quarter, JMU down 13-7 against Furman. The Paladins attempt a 43-yard field goal.

The Play: Junior defensive tackle Demetrius Shambley blocks the field goal attempt, giving JMU the ball back. The Dukes score on their ensuing possession on another fourth-down run by Raymond Hines and beat the Paladins 14-13.



The Scene: Third quarter, JMU down 26-21 to William & Mary.

The Play: D.D. Boxley makes a full-extension touchdown catch to put the Dukes back in front for good.



The Scene: Third quarter, JMU down 21-17 to Montana.

The Play: The Dukes embark on a nine-play, 72-yard drive, dominating the Grizzlies at the line and cementing themselves as champs.

Rascati wins big in transfer lottery

By JOHN GALLE
staff writer



AP

Redshirt sophomore quarterback Justin Rascati scrambles amid chunks of sod.

In his first season at JMU, redshirt sophomore quarterback Justin Rascati helped bring home a national championship.

Rascati's success was foreshadowed in his hometown of Gainesville, Fla., where he broke passing records at Buchholz High School. In his senior year, he threw for 2,223 yards and 22 touchdowns.

Rascati attended the University of Louisville, a Division I-A football program, and served as a backup quarterback to Stefan LeFors. However, Rascati was not satisfied and took an opportunity to transfer to JMU in hopes of earning a starting job.

"We knew we had the talent and the chance to win a championship," Rascati said. "It was just a matter of coming together as a team."

Rascati said it was tough at first to adjust to new people and a new system. However, soon enough Rascati and the Dukes were making improvements on the field.

"I've never seen a team like this that has been so close," redshirt senior center Leon Steinfeld

said. "I think it's just that we trust each other so much. If the defense gives up a touchdown, then the next series they are going to come out and play their hearts out."

Rascati said the key to success was making adjustments.

"We continued to get better after each game," Rascati said. "We adjusted to the offense under our new offensive coordinator [Jeff Durden]."

When the Dukes earned their first playoff berth in five years, Rascati said they became a team on a mission.

"We knew we had to win and we refused to lose," Rascati said.

Rascati also refused to give the ball away, throwing zero interceptions during four post-season games. He completed 74 percent of his passes.

Despite playing on the road throughout the playoffs with the pressure of the spotlight on him, Rascati played, arguably, his best football.

"I didn't feel any pressure," Rascati said. "I had great protection with the line, coaches put me in good situations and our wide receivers were making plays."

Rascati said the line gave him time to throw the ball and were

superior up front, not only in pass protection, but in establishing the running game as well.

During the postgame press conference following the national championship game win over the University of Montana, coach Mickey Matthews said the key to JMU's success was the running game, which helped offset Rascati's playmaking ability.

"It was two great quarterbacks and I thought the difference in the game was that we could run it," Matthews said.

Rascati proved himself able to use his legs and become part of that running game. He had 573 yards and scored 10 touchdowns during the season.

Perhaps most notable were his two rushing scores against Montana in the championship game. Rascati ended the season having passed for over 2,000 yards and throwing 14 touchdowns.

Rascati said that winning a championship on any level was a dream come true for him. However, with two years left of eligibility at JMU, he is only looking to raise the bar.

"You can always be better," Rascati said. "We finished 13-2 this season. Why not 15-0?"

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Playoff Recap

JMU's postseason recap is the story of a team that proved themselves as road warriors. The Dukes played their final five games away from Bridgeforth Stadium — four of them in the playoffs — and took on the role of underdogs, all the way to the program's first national championship.

The title run began in Bethlehem, Penn., where the Dukes, down 10-7 to Lehigh University in the second quarter, found themselves facing fourth and goal. Redshirt junior tailback Raymond Hines' touchdown run put JMU in front 14-10. The Dukes hung on for a 14-13 victory as JMU's defense sacked Lehigh quarterback Mark Borda 11 times.

In the quarterfinals, the Dukes traveled to Greenville, SC, for a matchup with the Furman University Paladins. The Dukes defeated the Paladins 14-13 in a game dominated by defense.

JMU was down 13-7 late in the fourth quarter when junior defensive tackle Demetrius Shambley blocked a Furman field goal attempt, keeping the Dukes within six.

JMU drove 74 yards on the ensuing possession. Redshirt sophomore quarterback Justin Rascati completed passes to four different receivers. On third and goal from the two-yard line, Hines was stopped after one yard, setting up another fourth and goal situation.

Hines took the handoff running right and barreled into the end zone with 28 seconds left in the game. Sophomore place kicker David Rabil's extra point was good and the Dukes advanced to the national semifinals.

In an all-Virginia semifinal game, the Dukes defeated the College of William & Mary 48-34 to earn their first national championship game berth.

JMU scored the game's first 21 points, but Walter Payton Award winner Lang Campbell led the Tribe back. William & Mary scored the game's next 26 points.

The Tribe held a 26-21 lead for 37 seconds. Rascati connected with sophomore wide receiver D.D. Boxley on a 34-yard touchdown pass to give JMU the lead for good at 27-26. The Dukes scored the game's next 21 points and took advantage of five William & Mary turnovers to advance to the Division I-AA championship game.

In the Division I-AA national title game, redshirt sophomore tailback Maurice Fenner ran for 164 yards and the Dukes' offensive line wore down Montana's front four en route to a 31-21 victory. The Dukes amassed 314 yards rushing and held the ball for over 36 minutes.

— from staff reports

Seniors bring home hardware

Graduating class caps career with championship run

BY JAMES IRWIN
sports editor

On the eve of the 2004 season opener, JMU's senior class held a 13-22 record and zero playoff appearances.

By the end of the season, that same group had doubled its win total and helped capture the first national championship in program history.

"You couldn't go out any better than this," senior linebacker Trey Townsend said. "It's great to be able to finish my senior year with a national championship after having a couple of bad seasons."

The Dukes made a habit of overcoming adversity on the field in 2004, winning five games by seven points or less. Four of JMU's 13 victories came down to the final seconds and the Dukes trailed at some point in every postseason game.

Coach Mickey Matthews said finding a way to win is what set this JMU senior class apart from its predecessors.

"These guys have suffered a lot with us and have hung in there," Matthews said. "These seniors are a very special group to win all those close games this year."

Winning the close games was something Matthews' teams had not done in years past. Still, it did not deter the six-year coach from believing his team could achieve postseason success.

"I never doubted that we had a great program, that we were doing things right and recruiting the

right people," Matthews said. "We just needed to have a little patience. Our administration had that and they are to be commended."

While Matthews applauded the university's patience, trust was the word redshirt senior center Leon Steinfeld used to describe JMU's seniors.

"Our teams have been through a lot," Steinfeld said. "We trust in each other on both sides of the ball. I've never seen a team this close."

That closeness stems from the long path the Dukes had to take from the bottom of the Atlantic 10 in 2001, to the top of I-AA football in 2004. Three years ago, JMU was 2-9. By 2003, the Dukes were 6-6 but still had no postseason appearances to show for it.

But, in 2004, disappointment gave way to success.

"We had some tough seasons," Townsend said, moments after the national title game. "I've known most of these guys for four or five years and that's a reason why it's great to get this win."

Redshirt senior quarterback Matt LeZotte said the championship had a lot to do with the previous mediocre seasons. He said the adversity of losing strengthened the Dukes' camaraderie.

"We've grown up together," LeZotte said. "We all lived in the same dorm together. We're such a tightly knit family that they're all like brothers to me. The bond that we have as teammates has helped us become winners."

When asked about the meaning of the championship, LeZotte sounded as though five years of frustration had been lifted. He said the title did more than erase years of mediocrity. It gave the Dukes a new label to go along with their new hardware.

"This is amazing," LeZotte said. "All the adversity we've been through and to finally end up going out on top, no one can take that away from us."

"We'll forever be champions."



Forgotten linemen step forward

Offensive linemen specialize in moving opposing defenses

BY MATTHEW STOSS
assistant sports editor

A wise man once called the forward pass one of the greatest inventions of the 20th century. Now, in the 21st century, it is the age of the spread offense, where the focus of offensive football is that forward pass.

As a consequence, the running game and notions of "power football" have been forsaken in favor of West Coast football, which features as many as five wide receivers and the single-man backfield.

The forgotten element in all this change is the offensive line. For JMU, the ignored contingent is composed of redshirt senior Jamaal Crowder and sophomore Cory Davis manning the tackle positions, redshirt senior George Burns and redshirt junior Matt Magerko (who was named first team all-Atlantic 10) playing guard and redshirt senior Leon Steinfeld at center.

"We're definitely underappreciated," Magerko said. "But your team goes as your offensive line goes."

In the 2004 Division I-AA National Championship game, everyone "went" somewhere as a result of the Dukes' offensive line. The most obvious were those occupying JMU's backfield.

Redshirt sophomore running back Maurice Fenner rushed for 164 yards on 29 carries in the Dukes' 31-21 victory over the University of Montana. Fellow back and redshirt sophomore Alvin Banks added 88 yards on 13 carries, averaging 6.8 a touch, while Fenner averaged 5.7 and scored two touchdowns.

Is it because Fenner and Banks are just that fast, and just that elusive?



MATTHEW STOSS/senior photographer

Redshirt senior guard George Burns protects redshirt sophomore quarterback Justin Rascati in JMU's semifinal game against the Tribe of William & Mary.

see LINE, page 10

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IN THEATRES EVERYWHERE JANUARY 14

LINE: Veteran five gels together over three-year period

LINE, from page 8

"The O-line's job is to make the way, so I can run," Fenner said. "I can't do what I do without them. They're real good, obviously the best in our conference, and in I-AA. They opened up big holes and made my job easy."

As appreciative as the JMU backfield is about its offensive line, opposing defenses are less enthused.

"Because we are so physical, the defense gets demoralized," Steinfeld said. "It takes their heart away knowing that we are going to run the ball and they can't stop us. [For them], that's the worst feeling in the world."

In the national championship game, that physicality showed as JMU's offensive line had its way with the Montana defense, especially during the final two drives of the game. The Dukes drove 72 yards on nine plays and 80 yards on 16 plays to score on a 1-yard run from Fenner and a 6-yard scramble by redshirt sophomore quarterback Justin Rascati while the JMU line was moving Griz defenders at will.

"That's why we say we are

the most physical in the country," Magerko said. "We can just go out and beat the hell out of them."

In total, those drives took up 11:25 and the Dukes longest drive added up to 11:58, which was capped by an 11-yard touchdown run by Rascati in the third quarter.

"We have the most physical team on the field and if you run the ball, we'll get yards," Steinfeld said.

Of JMU's official people movers, four will graduate: Steinfeld, Davis, Burns and redshirt senior guard Mike Jenkins, which means the Dukes will have to replace a huge component in their run at a repeat in 2005.

"They're just young," Magerko said. "We've gotten used to playing together, but we've been playing together for three years. We trust them."

On the depth chart, the man with the most experience is redshirt junior Harry Dunn, a 6-foot-7-inch, 325 lb. tackle, but because of injuries to frontline players, many others have seen time in the trenches.

"It definitely helps when you lose someone and you know you've got guys who have started before," Steinfeld said.



Senior tackle Jamaal Crowder protects sophomore place kicker David Rabil's field goal attempt during the Dukes' game against West Virginia University earlier this season. Crowder was one of three senior starters on a JMU offensive line that paved the way for redshirt sophomore tailback Maurice Fenner's 164 yards and two touchdowns in the national championship game against the University of Montana.

FILE PHOTO

The Breeze congratulates the 2004 Division I-AA National Champion JMU Dukes



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SPORTS

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THURSDAY, JAN. 13, 2005/11

WOMEN'S BASKETBALL

Dukes in competitive CAA hunt

By MEGAN MIHALKO
contributing writer

The JMU women's basketball team continued its success though late December and early January, bringing its overall record to 8-4.

The Dukes are 1-2 in Colonial Athletic Association conference play, where they are tied up with five other teams. The University of Delaware and Towson University are knotted up for first place with records of 3-0.

"The CAA as a whole is going to be very difficult this season — anyone can beat anyone," coach Kenny Brooks said.

In non-conference play, the Dukes recorded wins over Charleston Southern University, Norfolk State and Cornell University throughout winter break. In conference play, they suffered losses to CAA opponents Old Dominion University and Virginia Commonwealth University.

The VCU game went into double overtime with the Dukes coming up on the short end, 86-76. Despite the loss, sophomores, center Meredith Alexis and guard Lesley Dickinson and freshman guard Tamera Young all posted double-figure point totals.

In tournament play, JMU competed in the Marriot Cavalier Classic hosted by the University of Virginia Dec. 28-29. After defeating American University in a close game, 63-61, the team went on to lose the championship game to UVa, 98-52.

Lesley Dickinson and Tamera Young received all-tournament honors in Charlottesville. Meredith Alexis posted her second double-double of the season in the Dukes' victory over American. She since has had two more games with double figures in both points and rebounds.

Young has scored double figures in every game this season.

"Tamera hasn't surprised me because I have high expectations for her," Brooks said. "She's still really young, but she has made up for that with her athleticism and understanding of the game. It scares me to think about how good she will be as she matures."

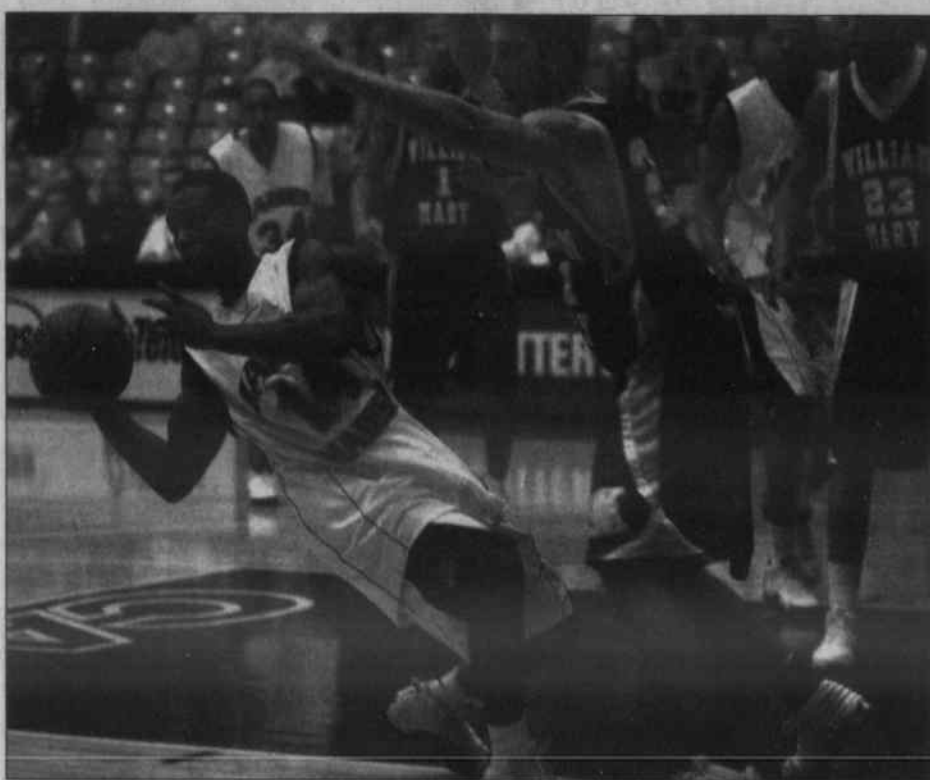
Sophomore guard Andrea Benvenuto has missed the past six games due to injury, which has left the door open for other girls to step up.

"Lesley Dickinson has moved over to play point guard, and [sophomore guard] Shameena Felix has been seeing a lot more playing time," Brooks said. "Felix logged 41 minutes in our game against VCU."

"The conference is tough this year, and this means we have got to focus every night that we play," Brooks said. "ODU recently lost at home, and Towson was picked to come in last this season, and they are currently in first place. Anything can happen on any night."

Old Dominion had its 122 home-game winning streak broken by Delaware.

The Dukes will continue CAA competition this weekend against visiting George Mason University (1-2, 5-6) Friday and then will host Drexel (1-1, 6-4) Sunday at 2 p.m.



In-state rivalry

Dukes break nine-game losing streak

JMU took a 2-9 overall record and a 0-3 mark into Wednesday's game against the College of William & Mary and came out on top, defeating the Tribe 55-47. (Above) Junior point guard Jomo Belfor makes a pass while falling down. (Right) Belfor drives against a William & Mary defender in the first half. It was JMU's first win since beating Maryland-Baltimore County Nov. 27.

CAROLYN WALSER/senior photographer

WRESTLING

JMU defeats Franklin & Marshall

By MATTHEW STOSS
assistant sports editor

Dukes earn first victory of season, beat Diplomats

The JMU wrestling team came into Tuesday's match winless at 0-6. Coming out of Tuesday's match, the Dukes were one better, picking up their first victory of the season on the strength of late rally, with a 22-20 win over Franklin & Marshall College in Sinclair Gymnasium.

"It was a great comeback for those guys," JMU coach Josh Hutchens said. "We made some mistakes early, but came back with some pins. It shows a lot of character."

JMU was down 20-3 coming into the seventh match

see RALLY, page 13



EVIN SHOAP/senior photographer

Franklin & Marshall's Michael Parziale and JMU Derick Schoenly grapple during the Dukes' match against the Diplomats Tuesday. Parziale won the match 23-9. JMU won the overall match 22-20.

Duke Dog upset by dark horse

What 11 other mascots couldn't do, a judges panel took care of.

After rolling to an 11-0 record in the Capital One Mascot Challenge, Duke Dog's proverbial rug was pulled from underneath his feet on New Year's Day when it was announced that Monte, the grizzly bear from the University of Montana, was named Mascot of the Year.

Not since the stock market crash of 1929 has there been such a sudden and unforeseen course of events.

Duke Dog's unblemished record was emphasized by the parity in the rest of the mascot field. Monte and Hey Reb from the University of Nevada-Las Vegas were 6-5 overall. Each of the other nine mascots were under .500.

Let the controversy begin.

THE HOT CORNER



JAMES IRWIN

The simplicity of the announcement was anticlimactic in comparison to the final verdict. Capital One's Web site, for the mascot challenge said the winner would be announced at halftime of the 2005 Capital One Bowl.

By that, Capital One meant they would show a relatively mundane and simple 30-second clip during a commercial break. Melissa, the woman being courted by the 12 mascots in the bachelorette-themed contest, chose Monte as her true love.

If Melissa is satisfied with mediocrity, so be it. After all, the only other system that seems to create similar uproar is college football's Bowl Championship Series, where, as JMU coach Mickey Matthews once told me in a conversation about the BCS, 6-5 gets you bowl eligible.

But it doesn't win you championships.

Capital One dropped the ball in this year's competition. After encouraging people to vote for their favorite mascot, the powers that be negated that voting power by placing equal emphasis in a group of judges whose decision was made last summer.

No system is flawless in a short season. The NFL has issues with their tiebreaking system for playoff spots. NCAA Division I-AA football has a skewed method for determining who gets to host postseason games. Division I-A football has the aforementioned BCS fiasco.

But this does not condone the Capital One problem. Let the judges decide which 12 mascots make the All-America Team and then put the fate of the competition into the hands of the voters. If nothing else, it would eliminate the controversy; no one would have questioned a Duke Dog victory, not after he ran the table in the online vote.

Instead, Madison's favorite canine joins the 13-0 Auburn Tigers as the resident snubbed member of a flawed system. Auburn was left out of the BCS national championship game because the University of Southern California and Oklahoma University also were undefeated and were deemed more worthy of the spotlight game.

USC wound up beating Oklahoma by 36 in the most lopsided BCS title game since the system was implemented.

Auburn was the odd-man out in a three-horse race and went to the Sugar Bowl.

Duke Dog was just the odd-man out; the people's champ denied his apparent victory, in a year when undefeated wasn't undefeated after all.

James Irwin is a sophomore SMAD major.

BRIEFING



Courtesy of SPORTS MEDIA RELATIONS
Mickey Matthews guided JMU to a 13-2 record and a national title.

Matthews earns Coach of the Year honors

JMU football coach Mickey Matthews picked up some more hardware Tuesday, as he accepted the national Division I-AA Coach of the Year award, given by the American Football Coaches Association. Matthews received the award at their annual convention in Louisville, Ky.

Matthews won after leading the Dukes to their first national championship, defeating the University of Montana Grizzlies 31-21 last month in Chattanooga, Tenn.

JMU reached the championship game by way of a 13-2 record

and three consecutive playoff road games. JMU also won a share of the Atlantic 10 conference title, sharing the crown with the University of Delaware Blue Hens and the College of William & Mary Tribe.

In total, four Atlantic 10 teams reached the I-AA playoffs, each of them advanced past the first round.

In 1999, Matthews won The Sports Network Division I-AA Coach of the Year award after leading the Dukes to the playoffs.

2004 was Matthews' sixth season as JMU's head coach, and he has

compiled an overall record of 40-33.

Also handed out were Coach of the Year awards for Division I-A, Division II and Division III. Tommy Tuberville of Auburn University picked up the I-A honors after leading the War Eagles to a Sugar Bowl victory over Virginia Tech and a No. 2 ranking in the final Bowl Championship Series poll.

Chris Hatcher won in D-II by coaching Valdosta State to a national title and Jay Locey got the D-III nod. Locey won a national title with Linfield.

— from staff reports



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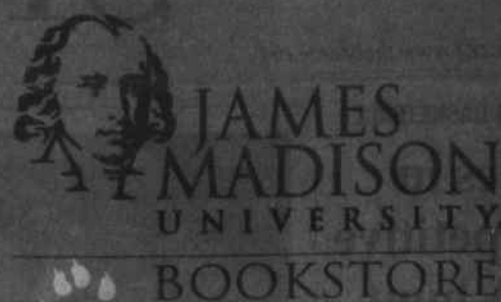
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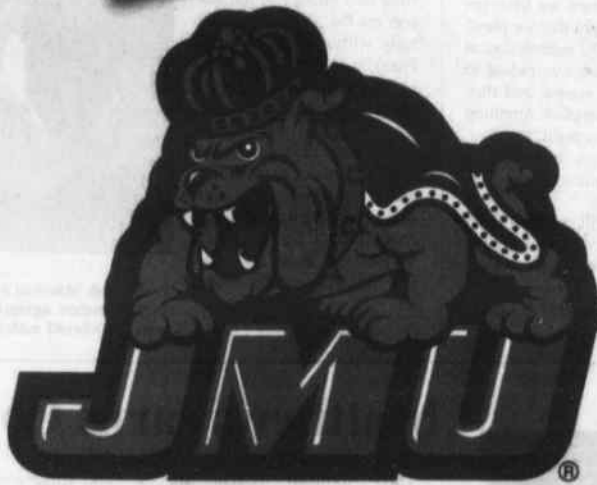
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RALLY: Lambert keys comeback with pinfall

RALLY, from page 11

of the evening, senior Brian Lambert, wrestling in the 174-lb. weight class, kicked off the Dukes' comeback.

"I knew I needed 6 points, I knew I needed the win, I knew I needed the pin," Lambert said. "I just had to concentrate on my style and not worry about the other guy. I could tell I was in better shape than he was."

And what Lambert needed, Lambert got. The Chesapeake native pinned his opponent, Chris Richey, in 1:33, getting those 6 points to bring JMU within 11 points of the lead with three matches to go.

With the win, Lambert improved his team-leading overall record to 10-5.

"He knew what he had to

do before the match," Hutchens said. "If he didn't get the pin, we were out of it."

In the following match, JMU continued its pinning ways as sophomore Jason Chalfont pushed his opponent's shoulders to the mat in 5:11, giving the Dukes another 6 points.

"We were down and needed a big win," Chalfont said. "I needed to work hard and not hold anything back. I had some disappointing matches earlier, so I wanted to do well in this match."

It seemed to be the Dukes' night. They got a major decision — and the 4 points that goes with it — in the very next bout, when sophomore Zach Winfrey defeated F&M's Glenn Martin 9-1 to pull JMU

within one at 20-19.

"We were losing, and I knew we were going to have to win the rest of our matches and work hard to get the win," Winfrey said. "And we wanted to win even more because winning feels better than losing."

Needing a win in the final match, it came down to junior heavyweight Chris Cvitan.

"I'm used to that, being in the upper weights because a lot of matches come down to us," Cvitan said.

Cvitan obliged, despite battling the remnants of bronchitis, picking up the win 5-2, giving JMU 3 points and the overall victory.

"Lambert started us off and that fired us up," Cvitan said. "I knew I didn't need

the pin, so I wrestled a little more tentatively than I usually do."

JMU's first points were scored by junior Jason Kibler, who picked up a 10-6 victory in the 141-lb. weight class over Steve Gregory in the third bout of the night.

"I got a good scouting report and one of our guys went there last year," Kibler said. "At the time, we needed to get the ball rolling because this was a winnable match and I knew I could win mine."

JMU will look to keep that ball rolling, as it enters Colonial Athletic Association play against George Mason University Saturday in Sinclair Gymnasium at 2 p.m.

It will be JMU's second home meet of the season.



EVIN SHOAP/senior photographer

JMU picked up its first win against Franklin & Marshall Tuesday.

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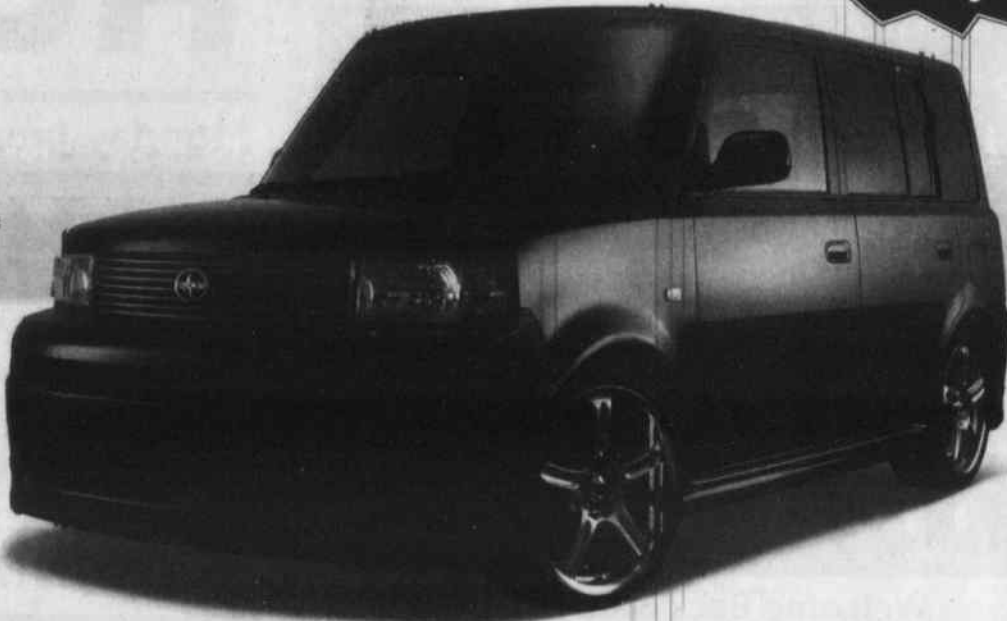
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Alumni chapter job fair provides networking, scholarship funds

BY STEPHANIE STRAUSS
senior writer

The Metro-Washington Alumni Chapter of JMU hosted its fifth annual job fair at Tysons Corner in McLean last Friday.

The event attracts about 40 to 50 companies every year, according to Mark Chernisky, career services chair for the alumni chapter.

Chernisky said employer fees paid by the companies help defray the cost of the job fair and with the remainder of the money going toward a scholarship fund founded by the alumni chapter.

"We've raised about \$50,000 for the chapter's scholarship fund," Chernisky said.

The job fair was open to JMU students and alumni, as well as people in the community who aren't affiliated with JMU, said Wendell Esbenshade, JMU's community coordinator for alumni relations.

The job fair allows the chapter to raise its profile in the community, to raise money for the scholarship fund,

to help people not affiliated with JMU, and to increase chapter alumni's use of Web tools through marketing the event via e-mail and Web site, Chernisky said.

He added that the fair also is a means of networking for employers and potential employees.

Half the companies attending provided entry-level careers, including careers in management, technology and accounting, Chernisky said.

He added that the demand for finance and accounting majors at the college level is consistently high.

Chernisky said he thought of creating a job fair when he attended other nationwide job fairs to spread the word about the job market in Fairfax County and saw that other alumni groups were sponsoring job fairs.

Chernisky said he convinced the Metro Washington alumni chapter to sponsor one as well, embarking on a marketing campaign that included e-mail newsletters, phone calls and direct mailings.

"Our best sources have

been JMU's career center and alumni referring the fair to employers," he said.

Kim Nguyen-Dinh ('04) attended the job fair.

"I'm here to gain experience for later on," she said. Nguyen-Dinh added the fair seemed like it had many technology and government jobs, but her preferred path, the music industry, wasn't represented.

Some companies were looking for "a wide variety of people," according to GTSI Corp. recruiter Rob Ragsdale. He added that his company is hiring many applicants for various areas of business, such as sales and marketing.

Cisco Systems recruiter Angie Meyer said her company is recruiting systems engineers and applicants in the area of sales.

"We're looking for an all-around person, someone who's not already set in their ways," Cisco recruiter Michael Godwin said. He added that recruiters also were looking for applicants with public speaking and interpersonal skills, as well as being "team players."

CHANGES: Law program proposed

CHANGES, from page 1

programs would fill employers' needs for "an engineer, not a geek."

Should JMU decide to pursue a law school program, the most productive approach would be starting with a specific area of expertise, Brown said.

Brown added that JMU could easily specialize in public policy.

JMU also will continue to meet the changing needs of the workforce.

"In the past 10 years, at least 75 percent of our programs have changed," Brown said. Changing needs also have caused an increasing length of the undergraduate experience, resulting in a "hybrid undergraduate and graduate programs," he added.

Brown said that 40 to 50 percent of majors are in highly specialized, professional areas, like health technology.

"As we look forward to a university that expands, we have to be targeted in how we develop majors and communicate that to students," Brown said.

Daniel Wubah, special assistant to the president, said JMU will not consider the writ-

ing section of the new SAT I exam during the admission process. Only the critical thinking and math sections will be used.

Linda Cabe Halpern, dean of general education, will evaluate the effectiveness of the writing section in the next five years to determine whether JMU should use the new writing section.

Susan Wheeler, vice president of academic affairs, asked the committee to recommend changes to the faculty handbook.

"The old version talks about privileges," Wheeler said. "The new version talks about rights."

Most changes involved a faculty member's freedom to criticize the university while protecting against malicious acts.

"I like the university," said Ken Zimmerman, speaker of the Faculty Senate. "I want it to change. I want it to be better."

Wheeler said, "Faculty misconduct is dealt with extensively" in the handbook.

The faculty handbook committee also asked the Board to remove a procedural requirement to notify faculty of their elevation to tenure by a specific date.

The committee moved the handful of changes to the Board, which approved the changes.

BOARD: Duke Dog, football recognized

BOARD, from page 1

pionship-winning football team.

"It was a great run," Matthews said. "The stars lined up just right for us. ... It was a great night to be wearing purple."

"Last year, a lot of people wanted to get rid of me. We're [at the top] and we're intent on staying there."

The Duke Dog also was recognized for his shutout victory in the 11-week Capital

One Mascot Challenge.

Development Committee chairman Stephen Leelou told the Board that JMU is facing a fund-raising shortfall.

"We are running behind last year's fund raising," Leelou said. "This will not be a lay-up year for fund raising." Leelou said consultants have been brought in to help fund-raising efforts, but raising adequate funds should not be a problem.

RMH: JMU may acquire hospital property

RMH, from page 1

nine buildings, two parking decks with a total of 692 spaces and surface parking of 370 spaces.

Perrine said that over the next five years, JMU will develop a plan for the buildings. "We still have five or six years to decide exactly what to do with each building."

There are no definite plans for each building, Perrine said. The property will be used for administrative offices, student services, parking and academic space.

Perrine said he is almost certain that the parking decks would be left for parking.

RMH has also announced the new site for construction of the new hospital and health campus. The site is located just east of Harri-

sonburg at the northeast corner of Port Republic and Reservoir roads, according to RMH.

Debra Thompson, associate director of public relations and communications for RMH, said RMH officials plan to break ground for the new facility in late 2006 and open doors in late 2009.

"Now that we have selected a site, we are excited to be moving forward with planning for our new facility and health campus," Thompson said.

"We are understandably pleased with the recent announcement that JMU plans to purchase our current campus. Not only will RMH and the community benefit from this, but also scores of future JMU students," Thompson said.



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THURSDAY, JAN. 13, 2005 | 15

Book examines post-college life with humor



BY ERIN WEIRETER
staff writer

Call me a big dork, but all my favorite Christmas presents this year were books. Mom and Dad obviously spent quality time picking out reading material they thought their bookworm daughter would enjoy.

As I took a closer look at some of the titles, though, I began to question their motivation for choosing some of the books they did...

One of the books was a collection of short stories and life lessons compiled by mothers for daughters as they grew up. I thought it was sweet — my mother was trying to pass on her own wisdom and guidance to me, her baby girl who still has a lot of growing up to do.

The next book was called "Not the End of the World." After reading the synopsis on the back, I realized it was about trying to find direction and meaning in life. OK, I thought — another book offering me advice, always good to have.

The book that really made me wonder what my parents were thinking, though, was Ariel Horn's "Help Wanted, Desperately." All I could tell from the cover was this story revolved around a college student desperately seeking any employment offer before she graduated.

I sat on the carpeted floor beside the Christmas tree and stared with a puzzled expression at my stack of books. What on earth were my parents trying to tell me? Isn't the whole "get your life in order, find a job and get some direction" speech a bit premature? I'm only a junior. I'm not getting a real job or life for at least another year.

Feeling the slightest twinge of panic thanks to my new collection of "motivational" books, I decided to read "Help Wanted, Desperately" to see what it really was all about.

Alexa Hoffman is an English major four months from graduation at the University of Pennsylvania, and feels as directionless as she did when she first arrived at college.

Faced with the looming decision of what to do in post-collegiate life, Alexa frantically searches for a job — any job, that is — in New York City to avoid moving back in with her parents in New Jersey. But a girl who considers fortune cookies a valid source of career advice is sure to run into some obstacles along the way.

From auditioning and singing jingles for cat-inspired television programs to signing up for clinical sleep studies for cash and sniffing new deodorants in a laboratory, Alexa has more than her share of strange and ridiculous interviews. As she says herself, her attempts to be a seductive phone sex operator sound more like a congested, 60-year-old smoker.

In the short, few months that Alexa is searching for employment, she learns that the real world may not hold the perfect job for her, and that whatever job she does have may not bring her the satisfaction she envisions.

Once she begins to understand that she wants to work to live and not live to work, her life suddenly begins to fall into place.

That's the kind of advice I can handle from my parents because I know they understand that I'm not nearly as crazy as Alexa in her career aspirations. As long as they have a sense of humor about my future employment, so will I.

As semester begins, students see future in different ways

BY AMANDA DeCAMP
contributing writer

The familiar landscape of the Blue Ridge Mountains on a slightly breezy day was a refreshing start to a new semester for JMU students. But, however easy and free Monday felt, students of all ages still had the future on their minds.

For freshmen, being at JMU for a second semester now feels more permanent. "It's nice to see familiar faces in my classes," freshman Caitlin Harrison said. "It's starting to feel like I am really a part of the atmosphere now."

Whether it was running into a suitemate on the way to class or

seeing someone from an old GCOM group, freshmen are finding JMU to be a friendlier, more familiar place than it was in August.

Freshmen realize that it really does not take 30 minutes to get across campus, and know that having back-to-back classes can be convenient. They now are finding their classes with ease and learning how to manage their time wisely.

"Balancing time between eating, sleeping and doing work will be a lot easier this semester," freshman Jennifer Whittaker said.

Sophomores, with an additional year under their belts, seem to be in a relaxed state of mind this second semester.

Sophomore Meghan Kerns is

looking forward to a busy summer.

"I may take summer courses since I will be switching my major from [Interdisciplinary Liberal Studies] to [the School of Media Arts and Design]," Kerns said. "I am going to look into internships, but I also want to have another job this summer to make some money. I'm not really stressed. I just basically want to succeed in my classes."

Many sophomores share Kern's feeling of comfort at JMU. By now, sophomores have study habits and sleep patterns down and are really settled into college life.

Juniors and seniors seem to both be looking ahead in regard to their preparations for this semester and the

coming summer.

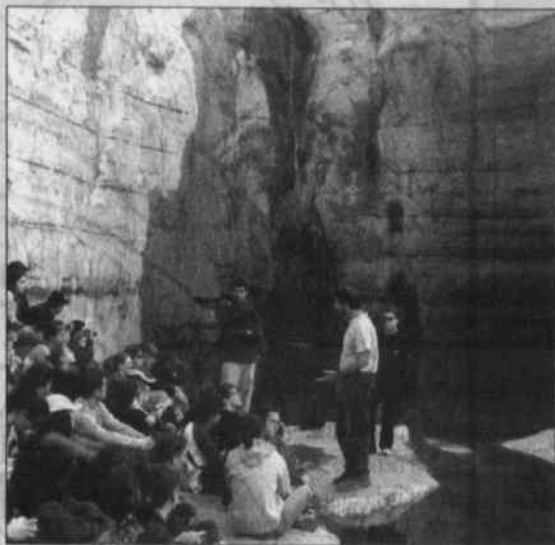
"It's time to seriously start thinking about what I want to do when I graduate," junior Karyn Klein said. "I have had two previous summer internships, and I am planning on speaking with my professor to find out what I should be looking for in the future."

Seniors are just a short semester away from their diplomas and the so-called "real world." Some seniors have a job lined up, while others are preparing for the job hunt. Both juniors and seniors are not exactly relaxing now, but planning for the rest of their lives.

"I hope that whatever I do this summer will give me a head start with a 'real world' job," Klein said.



Courtesy of DANIEL TEWELES



Courtesy of EVIN SHOAP

Top photo: Sometimes, it gets hot out in the Israeli sun — so, 24 members of JMU's student-run Jewish community, Hillel, opted for a muddy dunk in the Dead Sea. Bottom photo: Students rest in the shade at Ein Uvdat to learn about the history of Israel.

BY HALI CHIET
staff writer

While many students probably spent winter break in the comforts of their own homes, or vacationed somewhere warm and tropical, a group of JMU students spent ten days exploring a whole other culture.

From Dec. 12 to Dec. 22, 24 members of Hillel, JMU's student-run Jewish community on campus, experienced life in Israeli society. The trip, called Birthright Israel, is a Jewish initiative to get students of the faith to visit Israel and encounter its religion and culture. Birthright Israel, along with Shorashim, a nonprofit organization, works to organize the trips. The two organizations provide the all-expense paid trips for young Jewish adults between 18 and 26 years of age who have never participated in the organized peer program.

Hillel president junior Daniel Teweles played a major role in organizing the trip for JMU students. Teweles got involved with Birthright Israel last year when he went on the trip as participant, and worked to recruit JMU students for this year's trip. "It was a big deal for JMU to participate and go together with Birthright," Teweles said. "I think it was important for the students to go and see Israel beyond the conflict that is seen in the media."

Forty-two Americans attended the trip (including the 24 JMU students). Eight Israeli soldiers also accompanied the students to help further their understanding of the nation and its people. In Israel, army service is mandatory and these soldiers were on leave and chose to accompany the students on their trip.

The ten-day journey enabled students to explore every corner of the nation.

They visited religious and historical areas such as Jerusalem, the Holocaust Memorial and the Wailing Wall. Sophomore Jacob Forstater enjoyed all of the landmarks, but found the Western Wall to be one of the most meaningful experiences. "The Western Wall is one of the holiest places for Jews in the world," he said. "To go to a spot where millions of people have prayed for thousands of years was incredibly moving." The sight of this wall, floodlights shining from the sides and hundreds of people at the wall was almost like something out of a picture, but the difference was I was experiencing it.

Besides historical attractions, students were taken on outdoor excursions. One of the most intense experiences, according to Teweles, was a six-hour hike up Mt. Shlomo, the tallest mountain in the Negev Desert. It was, however, worth the hike to the top. Students experienced

a breathtaking view overlooking Israel, Saudi Arabia, Syria and Jordan. Another exciting outdoor adventure was a trip to the Dead Sea, the lowest geographic point on earth. The water of the Dead Sea is known for its saltiness, and it is extremely muddy. The students truly experienced the wonders of the Dead Sea, as they covered themselves in the thick, muddy water.

"One of my favorite parts of the Dead Sea is the mud," Teweles said. "It's good for your skin, but regardless of that it's fun to put it all over yourself."

Junior Wendy Friedman enjoyed every aspect of the journey. "I got so much more than I ever thought I could out of this trip," she said. "It was not only a trip to see Israel. We learned about the historical significance of the places we saw, as well as the present problems Israel faces."

Teweles was delighted with the outcome of the trip. "I think the trip was a success beyond belief," he said. "It was truly a life-changing experience, and people learned a lot about themselves and what Israel and their religion really means to them. It also provided students the opportunity to bond and make great lifelong friends and memories."

More information on JMU's Hillel, Birthright Israel and Shorashim go online at www.jmuhillel.org, www.birthdayisrael.com and www.shorashim.org.

a journey
to the
promised
land

Fashion heads in different direction

College last chance to show creativity before harrowing 'real world' sets in

After a long break from school, do you feel a need to look refreshed? I have found that nothing boosts spirits better than a good old-fashioned shopping trip. However, times have changed since the days of back-to-school shopping with our moms. There is no longer a need to frantically search for the perfect first-day outfit in hopes of winning over a crush in homeroom. We appear to be in a place where, when it comes to clothes, anything goes — or does it?

As I look around campus, I see a wide assortment of attire. I frequently catch a glimpse of a stylish outfit that brings a smile to my face. Don't get me wrong, I still see my fair share of fashion mishaps, but that's the beauty of college freedom. We are all allowed "off days" (within reason, of course).

Growing up, most people dressed to fit in. I still can picture my high school cafeteria with too many people clad in Abercrombie & Fitch and American Eagle. Buying a shirt from there meant that 20 other people in your school also had it



Written by
Erin Lee
senior writer

hanging in their closets.

College, however, is different — you don't have to worry about everyone else having something you own (unless it's a North Face jacket). Your peers are accepting of your own style, and most of the time it probably goes unnoticed. Most college students do not spend too much time in the mornings picking out what to wear to class. Their selections revolve around what is comfortable, accessible and affordable — wrinkle-free and clean usually are not top priority.

Shopping for clothing used to mean find-

ing things that were appropriate for school, including fingertip-length skirts, nothing that revealed shoulders or cleavage or any other unmentionables. In college, you could show up to class in your shortest Daisy Dukes and not get sent home. Would anyone kick you out of class for a "Big Johnson" T-shirt? I think not. It is this sense of independence that makes college what it is.

Now our shopping regimen has changed. Instead of going on a crazy shopping spree before school starts, we tend to buy things that we like along the way. These items are suitable for our environment. Strutting from first to second period in four-inch heels and tank tops has gradually morphed into comfortable — yet stylish — flats and cozy jackets for walks to class.

This is a time for you to let your own style shine through — whether you are a fashionista or a T-shirt-and-jeans kind of kid. Enjoy your freedom in clothing choice while you still can because, for many of you, business attire is just around the corner.

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Beauty Business

Students channel entrepreneurial spirit with Mary Kay cosmetic sales

Story by contributing writer Jesse Pearlstein • Graphics by art director Jenny Chanthapanya

While some students work retail or at local restaurants to earn extra cash during the school year, some have delved into a different type of entrepreneurial undertaking — Mary Kay cosmetic consultations. Would you be able to stay on top of your school work and run a successful business?



For sophomores Sarah Jessee and Lauren Cole, this isn't just an idea, but a reality. Both are independent Mary Kay beauty consultants and who run their businesses in Harrisonburg. Mary Kay is a cosmetic and beauty product line that primarily sells skin care products to women. Cole said that she belongs to a Mary Kay unit in Harrisonburg, consisting of women varying in age from their 20s to 60s. "I am the youngest member of my unit," she said.

Jessee runs her business right out of her apartment on South Main Street. The students say there are many different approaches to running a Mary Kay business. Cole generally visits friends and relatives, to whom she gives demonstrations on the products and allows each person to test them to see if they are interested in buying. The hostesses receive a sizable discount on any Mary Kay products.

There also are other ways to promote Mary Kay products. Jessee conducts these Mary Kay classes with customers, but she has found that a combination of different methods work, such as posting flyers around campus or making calls to prospective clients.

Cole said word of mouth is beneficial. "My customers do a whole lot of work for me," she said. "They tell their friends, who tell their friends, and when people come for a facial or class, they often have an order request of a friend who couldn't come."

Mary Kay businesses seem to be a good fit for college students' schedules. "This business is not very demanding because I do it on my own time and I get to choose my own schedule," Cole said.

Jessee said, "If you work your business for five to 10 hours a week, it can be anything you want it to be."

There are, of course, many challenges they face. Cole least likes the salesperson aspect of the job. "I don't like to bother people," she said. There also is the challenge of running a business by yourself, because you fall behind, it's your sole responsibility. But, for Jessee, this can be motivating. "I have found that being my own boss is the most motivating thing ever, because if I don't do well one week, I am the only one who can pick myself up."

She hopes this work really will pay off. "Maybe someday I'll be driving in a pink Cadillac and have a 40-person unit working for me," Jessee said.

The women offer this advice to those hoping to run their own business — be organized and passionate. Students interested in Mary Kay can consult www.marykay.com. Students interested in running their own business can find helpful materials and contacts on the James Madison Center For Entrepreneurships Web site, www/jmu.edu/cfe/about.shtml.



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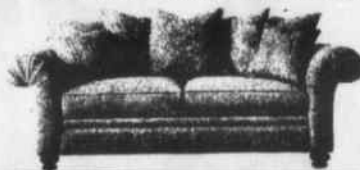
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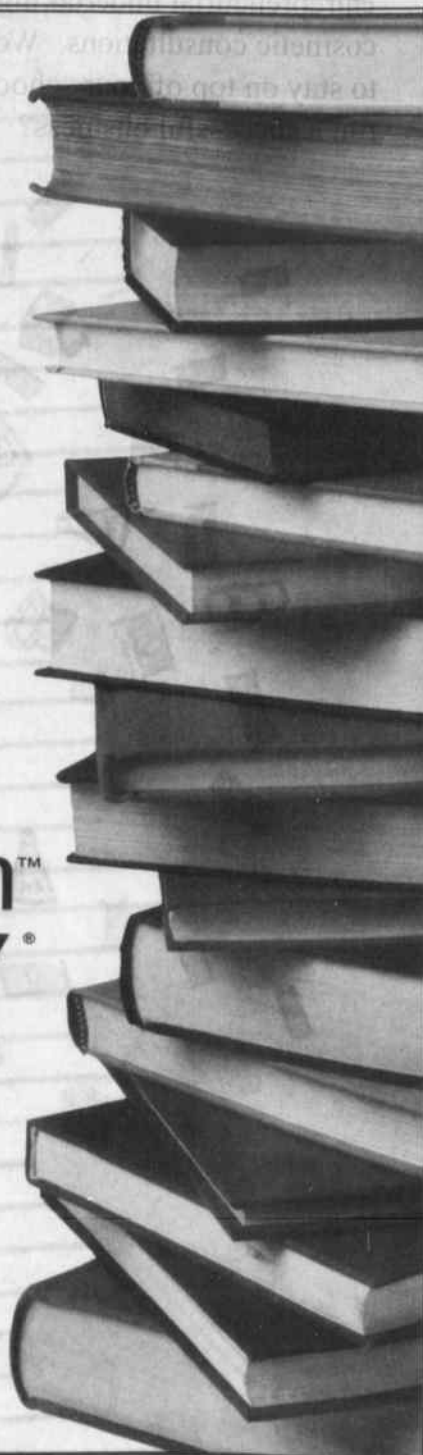
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